



green event program

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A green event seeks to reduce negative environmental and social impacts and increase positive economic effects. Green events practices include recycling and waste management, energy efficiency, green purchasing and transportation practices, and the use of local and organic foods, among others.

Arizona State University is committed to leading by example. In the effort to achieve sustainability, ASU has set four overarching goals: carbon neutrality **N**, zero waste **Z**, active engagement **E**, and principled practice **P**. Learn about these four goals at sustainability.asu.edu/practice. Be a part of achieving our goals by making your next event a green event!

General Practices

Two integral aspects of green events are attendee experience and the procurement of goods and services. Engaging your attendees not only increases their awareness of sustainability issues, but also ensures the success of your sustainability efforts. Thoughtful procurement of goods and services can reduce packaging waste, limit transportation emissions, and even benefit the local economy.

- Attendees are informed about and asked to help meet recycling and event sustainability goals. **E**
- Attendees are engaged in a sustainability activity or demonstration. **E**
- Vendors of goods and services are committed to sustainability practices. **P**
- Local goods and services are purchased. **P**
- Supplies are purchased in bulk. **Z**
- Supplies are borrowed, rented, or purchased secondhand. **Z**

Food and Food Services

Serving sustainable food in a sustainable way involves a lot of buzzwords. Here's what you need to know about sustainable food. Local foods reduce long-distance transportation emissions and benefit the local economy. Organic foods require fewer pesticides and fertilizers. Certifications like "Fair Trade," or "Rainforest Alliance," denote cultivation that protects land and wildlife and benefits human communities through higher standards of living. Vegetarian foods are meatless; vegan foods are made without meat, eggs, dairy, or other animal products. Meat requires a lot more crop land and water resources than meatless food, which is why going meatless is more sustainable.

Sustainable food service includes reducing waste by using less (and less toxic) stuff, re-using existing supplies, minimizing landfill waste, and diverting waste from the trash can to the recycle bin. It's "Reducing, Reusing, Recycling."

- No Styrofoam™ products are used by organizers, vendors, or attendees. **Z**
- Food does not require extensive service ware. **Z**
- Washable service ware is used. **Z**
- Recyclable service ware is used (if washable service ware is not). **Z**
- Recycled-content service ware is used. **P**
- Serving trays and dishes are reusable. **Z**
- Large beverage-serving containers are used. **Z**

Check off the items your event currently practices/committed to practicing





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- Sustainable hot cups are used. **Z**
- Cloth tablecloths or cloth napkins are used. **Z**
- Sustainable centerpieces are used. **Z**
- Attendees are educated about sustainable foods, when served. **E**
- Event uses unbleached or chlorine-free paper products (like coffee filters and napkins). **P**
- Event serves vegetarian/vegan options. **P**
- Event serves locally grown/produced, in-season food, or organic food. **P**
- Fair Trade, Rainforest Alliance, and/or organic coffees and teas are served. **P**
- Event is catered by a vendor committed to sustainability practices. **P**

Meeting Communications and Printed Materials

Special events require special communications materials – invitations, programs, name tags, signs, and even presentation materials like handouts, booklets, and those giant easel notepads. Some materials can be distributed electronically. Others have reusable alternatives. And while you're communicating, make sure you're spreading the word about the sustainable efforts you've made for your event. The sustainable choices you make regarding meeting materials are a reflection of ASU's commitment – and yours – to leading by example.

- Online event registration medium and email are used to manage invites and RSVPs. **Z**
- Event guides/agendas/programs are posted online prior to the event or distributed electronically. **Z**
- Printed materials are provided by request only. **Z**
- Printed materials are printed double-sided. **P**
- Printed materials are printed on 100% recycled-content paper. **P**
- Printed materials are printed using vegetable-based ink. **P**
- Name badges are made with recycled materials. **P**
- Name tags, supplies, artwork, and decorations are reused from previous events. **Z**
- Name tags or badges are collected at the end of the event to be reused or recycled. **Z**
- Signs, posters, and banners are printed without a date so that they may be reused. **Z**
- Signage and electronic media are used to inform participants about sustainability practices. **E**
- Sustainability terms or concepts are displayed at event. **E**
- Event sustainability features are shared with attendees in pre-event literature. **E**
- Sustainability efforts by staff and vendors are recognized. **E**

Promotional Items

Sometimes promotional items are needed to encourage participation or to call attention to your program among a sea of others. Sometimes promotional items are just junk to be thrown away. Being thoughtful about promotional items, gifts, and favors reduces waste, toxic emissions, unfair labor practices, and reflects well on ASU in general and your department in particular.

- Speaker was given a sustainable gift. **P**
- Gifts or favors are limited or eliminated. **P**
- Gifts or favors are locally made. **P**
- Gifts or favors are made using sustainable materials. **P**

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- T-shirts or other manufactured promotional items are made using sustainable materials. **P**
- T-shirts or other manufactured promotional items are made using verifiable fair labor practices. **P**
- Promotional products primarily consist of natural items. **P**
- Promotional products are made from recycled or recyclable materials. **P**
- Promotional products were purchased from a local Farmer's Market. **P**

Travel

Often, ASU events require no travel at all, but if your event requires transportation of supplies, event organizers, or VIPs, use alternative transportation if possible. Not only does alternative transportation save fuel, but using it for your event can educate attendees about sustainable transportation.

- Electric, Zipcar, or hybrid vehicles are used. **N**
- Public transportation used or encouraged. **N**

Staffing and Planning

Working with staff and event partners before the event can prevent sustainability problems from arising during the event. Vendors committed to sustainability practices will support your efforts to make your event green. When the event is over, share your lessons learned. You'll be a pro at green events in no time.

- Event planning staff set sustainability goals or objectives and assigns duties. **E**
- Catering staff and vendors are involved in sustainability planning. **E**
- Event staff attended a sustainability training session. **E**
- Department announcement, Press Release, or entry for the Sustainability in Action Blog submitted. **E**
- Post event meeting held. **E**

Innovation Credit

Use this space to include your unique green practice. It can be used to substitute one listed above.

Key

- E** Active Engagement
- P** Principaled Practice
- Z** Zero Waste
- N** Carbon Neutrality

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Application for Green Event Program Certification

Date Submitted _____ Primary Contact (name) _____ Email _____

Your certification level is determined by how many boxes you have checked.

GOLD level is achieved with 32 or more boxes checked

SILVER level is achieved with between 16 to 31 or more boxes checked

BRONZE level is achieved with between 8 to 15 or more boxes checked

Select requested certification level:

GOLD **SILVER** **BRONZE**

Please provide exactly how your department, group or event should be written upon the award:

Department, group or event name _____

Items not applicable to our event _____

Questions/Comments/Feedback _____

Email the completed **Green Event Program** certificate application to sustainabilitypractices@asu.edu.
University Sustainability Practices will issue a Green Event certificate upon receiving and approving the completed checklist.

Thank you for all of your time and effort to host a “GREEN” event!

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